

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT24/12 18.27
CHANGES
*** WFLA-TV ***

SALESMAN #

BUYER NAME BETSY VONDERHEID

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS: NATL. LOCAL, REGIONAL

(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT24/12	18:27
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ALL LN'S ZERO'D OUT
NEW TTL \$0
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM VERN EBUCHANAN FOR CONGRESS

33

:LINE#:	REP	:CD:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYS	:	TOTL:
:	LINE#:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 23 AGENCY EST# = 124
AGENCY PRODUCT CODE = 48

1	30	10/30	11/2	0	TU-F	0
2	100P-200P	\$200.00				

PROGRAM :	DAYS OF OUR LIVES
RA35+ :	1.1
CON COM1:	DAYS OF OUR LIVES

2	S	1000A-1100A	30	\$80.00	10/30	11/2	0	TU-F
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PROGRAM : DAYTIME
RA35+ : 1.8
CON COM1: DAYTIME
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CHANGES
OCT24/12 18.27
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	10/30	11/2	0		TU-F	0
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	10/30	11/2	0		TU-F	0
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	10/30	11/2	0		TU-F	0
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	10/30	11/2	0		TU-F	0
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	10/30	11/2	0		TU-F	0
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	10/30	11/2	0		TU-F	0
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	10/30	11/2	0		TU-F	0
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	10/30	11/2	0		TU-F	0

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OCT24/12 18.27
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	10/30	11/2	0		TU-F	0
12	S		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	10/30	11/2	0		TU-F	0
13	S		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	10/30	11/2	0		TU-F	0
14	S		700A-900A PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1: TODAY SHOW	30		\$450.00	10/30	11/2	0		TU-F	0
15	S		730P-800P PROGRAM : EXTRA RA35+ : 3.4 CON COM1: EXTRA	30		\$500.00	10/30	11/2	0		TU-F	0
16	S		900A-1000A PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1: TODAY SHOW 2	30		\$275.00	10/30	11/2	0		TU-F	0
17	S		800P-900P PROGRAM : VOICE RA35+ : 9.0 CON COM1: VOICE	30		\$4,500.00	11/5	11/5	0		MON	0
18	S		1130P-100A PROGRAM : SNL RA35+ : 3.1 CON COM1: SNL	30		\$600.00	11/3	11/3	0		SAT	0

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT24/12 18.27
*** WFLA-TV ***
CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S		1200N-100P	30		\$75.00	11/3	11/3	0		SAT	0
PROGRAM : RA35+ : 0.8 CON COM1: -												
20	S		600P-630P	30		\$350.00	11/3	11/3	0		SAT	0
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
21	S		700P-800P	30		\$325.00	11/3	11/3	0		SAT	0
PROGRAM : ET RA35+ : 3.6 CON COM1: ET												
22	S		700A-900A	30		\$250.00	11/3	11/3	0		SAT	0
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1: SA TODAY												
23	S		900A-1000A	30		\$150.00	11/3	11/3	0		SAT	0
PROGRAM : RA35+ : 2.1 CON COM1: -												
24	S		1200N-100P	30		\$75.00	11/4	11/4	0		SUN	0
PROGRAM : RA35+ : 0.5 CON COM1: -												
25	S		600P-630P	30		\$375.00	11/4	11/4	0		SUN	0
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
26	S		800A-900A	30		\$250.00	11/4	11/4	0		SUN	0
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1: SU TODAY												

REP HEADLINE# 6162169
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 18.27
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	S		830P-1100P PROGRAM : NFL RA35+ : 11.6 CON COM1: NFL	30		\$6,000.00	11/4	11/4	0		SUN	0
28	S		900A-1000A PROGRAM : RA35+ : 1.8 CON COM1:	30		\$150.00	11/4	11/4	0		SUN	0
29	S		1100P-1130P PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1: LATE NEWS	30		\$625.00	10/30	11/4	0		TU-SU	0
30	S		100P-200P PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES	30		\$200.00	11/5	11/5	0		MON	0
31	S		1000A-1100A PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME	30		\$80.00	11/5	11/5	0		MON	0
32	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	11/5	11/5	0		MON	0
33	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	11/5	11/5	0		MON	0
34	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	11/5	11/5	0		MON	0

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CREDIT RISK !!!
HARRIS REPORT FROM REP OCT24/12 18.27
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	S		200P-300P	30		\$125.00	11/5	11/5	0		MON	0
PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY												
36	S		300P-400P	30		\$225.00	11/5	11/5	0		MON	0
PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS												
37	S		400P-500P	30		\$300.00	11/5	11/5	0		MON	0
PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ												
38	S		500P-530P	30		\$450.00	11/5	11/5	0		MON	0
PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS												
39	S		530P-600P	30		\$450.00	11/5	11/5	0		MON	0
PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS												
40	S		600P-630P	30		\$600.00	11/5	11/5	0		MON	0
PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS												
41	S		600A-700A	30		\$325.00	11/5	11/5	0		MON	0
PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS												
42	S		700P-730P	30		\$500.00	11/5	11/5	0		MON	0
PROGRAM : ET RA35+ : 4.2 CON COM1: ET												

REP HEADLINE# 6162169
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 18.27
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
43	S		700A-900A	30		\$450.00	11/5	11/5	0		MON	0
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44	S		730P-800P	30		\$500.00	11/5	11/5	0		MON	0
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45	S		900A-1000A	30		\$275.00	11/5	11/5	0		MON	0
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												
46	S		1100P-1130P	30		\$625.00	11/5	11/5	0		MON	0
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												

NOV/12 \$.00 CONTRACT TOTAL \$.00
TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI BOOKS- MAY/08 NOV/07
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Srccp Media
201 North Union Street
Suite 200
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
Submission Number 817 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	0	Campaign Ref:	E:120614063
Buyer:	FL	Client/Product/Estimate:	23 /48 /124	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06162169
Est./PO Number:	06162169	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vern Buchanan 4 Cong	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
2	M-F 10a Daytime .TWTF..	06		30 Comme	Nbr of Spots Closed PR	8	8	
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06		30 Comme	Nbr of Spots Closed PR	1	1	
4	M-F 11a News .TWTF..	06		30 Comme	Nbr of Spots Closed PR	8	8	
5	M-F 12p Today Show III .TWTF..	06		30 Comme	Nbr of Spots Closed PR	3	3	
13	M-F 7p Entertainment Tonight .TWTF..	06		30 Comme	Nbr of Spots Closed PR	4	4	
15	M-F 730p Extra .TWTF..	06		30 Comme	Nbr of Spots Closed PR	4	4	
16	M-F 9a Today Show II .TWTF..	06		30 Comme	Nbr of Spots Closed PR	2	2	
31	M-F 10a Daytime	06		30	Nbr of Spots			
Weekly Totals: Total Spots(Ord Spots)					35	6	41	
Closed PR								

Srtp Media
 201 North Union Street
 Suite 200
 Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
 Submission Number 817 Issue 3



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Vern Buchanan/ R/ Congress/ FL	Submission Cost: 0	Campaign Ref: E:120614063
Buyer: ..	Client/Product/Estimate: 23 /48 /124	Sales Rep: HRP Washington, DC
Schedule Dates: 10/29/12 to 11/11/12	Weeks: 2	Order Ref: 06162169
Est./PO Number: 06162169	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
33	M-F 11a News M.....	06		30 Comme	Closed PR Nbr of Spots	2	2	
40	M-F 6p News M.....	06		30 Comme	Closed PR Nbr of Spots	1	1	
42	M-F 7p Entertainment Tonight M.....	06		30 Comme	Closed PR Nbr of Spots	1	1	
44	M-F 730p Extra M.....	06		30 Comme	Closed PR Nbr of Spots	1	1	
54	M-F 7p News TWTF..	06		30 Comme	Closed PR Nbr of Spots	3	3	
55	M-F 730p Entertainment Tonight TWTF..	06		30 Comme	Closed PR Nbr of Spots	2	2	
Weekly Totals: Total Spots(Ord Spots)					35	6	41	
Closed PR								

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 10a Daytime	:30 Commercial	10/29/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614063
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/29/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614063
4	M-F 11a News	:30 Commercial	10/29/12	Closed Pre Emption	560.00	No Makegood / Credit	0000000000	E:120614063
			10/29/12	Closed Pre Emption	0.00	10/30, 11/05	0000167996	E:120614063

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	M-F 12p Today Show III	:30 Commercial	10/29/12	Closed Pre Emption	300.00	No Makegood / Credit	0000000000	E:120614063
13	M-F 7p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	0.00	8 (08/17, 10/30, 11/05)	0000167920	E:120614063
15	M-F 730p Extra	:30 Commercial	10/29/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120614063
16	M-F 9a Today Show II	:30 Commercial	10/29/12	Closed Pre Emption	550.00	No Makegood / Credit	0000000000	E:120614063
31	M-F 10a Daytime	:30 Commercial	11/05/12	Closed Pre Emption	150.00	No Makegood / Credit	0000000000	E:120614063
33	M-F 11a News	:30 Commercial	11/05/12	Closed Pre Emption	0.00	10/30, 11/05)	0000167996	E:120614063
40	M-F 6p News	:30 Commercial	11/05/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120614063
42	M-F 7p Entertainment Tonight	:30 Commercial	11/05/12	Closed Pre Emption	0.00	8 (08/17, 10/30, 11/05)	0000167920	E:120614063
44	M-F 730p Extra	:30 Commercial	11/05/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120614063
54	M-F 7p News	:30 Commercial	10/29/12	Closed Pre Emption	1,500.00	No Makegood / Credit	0000000000	E:120614063
55	M-F 730p Entertainment Tonight	:30 Commercial	10/29/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120614063

Grand Totals

Totals		10/29	Month 11 Weeks: 4	11/05
Spots		0	0	0
Cost		0	0	0

Grand Totals:

Spots: 0
Gross Total: 0.00
Commission: 0.00
Net Total: 0.00

REP HEADLINE# 6162169
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
MAY31/12 13.4
*** WFLA-TV ***

ADV # ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200 SALES PRSN WA- MEGHAN MCGARR (H)
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6162169 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#124 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY31/12 13.41

REP: NEW ORDER
TTL \$53,070 @149X
PLEASE CONFIRM
THANKS! KIM FOR MEGHAN

CON CM VERN BUCHANAN FOR CONGRESS

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 23 AGENCY EST# = 124
AGENCY PRODUCT CODE = 48

1	100P-200P	30	\$200.00	10/30	11/2	4	TU-F	4
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PROGRAM : DAYS OF OUR LIVES
RA35+ : 1.1
CON COM1: DAYS OF OUR LIVES

2	1000A-1100A	30	\$80.00	10/30	11/2	8	TU-F	8
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PROGRAM : DAYTIME
RA35+ : 1.8
CON COM1: DAYTIME

MM \$350

MM 09/14

REP HEADLINE# 6162169
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

MAY31/12 13.4
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	10/30	11/2	8		TU-F	8
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	10/30	11/2	8		TU-F	8
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	10/30	11/2	8		TU-F	8
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	10/30	11/2	8		TU-F	8
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	10/30	11/2	8		TU-F	8
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	10/30	11/2	8		TU-F	8
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	10/30	11/2	4		TU-F	4
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	10/30	11/2	4		TU-F	4

MAY 31/12 13.4
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	10/30	11/2	4		TU-F	4
12			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	10/30	11/2	4		TU-F	4
13			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	10/30	11/2	4		TU-F	4
14			700A-900A PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1: TODAY SHOW	30		\$450.00	10/30	11/2	8		TU-F	8
15			730P-800P PROGRAM : EXTRA RA35+ : 3.4 CON COM1: EXTRA	30		\$500.00	10/30	11/2	4		TU-F	4
16			900A-1000A PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1: TODAY SHOW 2	30		\$275.00	10/30	11/2	8		TU-F	8
17			800P-900P PROGRAM : VOICE RA35+ : 9.0 CON COM1: VOICE	30		\$4,500.00	11/5	11/5	1		MON	1
18			1130P-100A PROGRAM : SNL RA35+ : 3.1 CON COM1: SNL	30		\$600.00	11/3	11/3	1		SAT	1

MAY 31/12 13.4
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	11/3	11/3	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1 :												
20			600P-630P	30		\$350.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1 : NEWS												
21			700P-800P	30		\$325.00	11/3	11/3	1		SAT	1
PROGRAM : ET RA35+ : 3.6 CON COM1 : ET												
22			700A-900A	30		\$250.00	11/3	11/3	2		SAT	2
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1 : SA TODAY												
23			900A-1000A	30		\$150.00	11/3	11/3	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1 :												
24			1200N-100P	30		\$75.00	11/4	11/4	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1 :												
25			600P-630P	30		\$375.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1 : NEWS												
26			800A-900A	30		\$250.00	11/4	11/4	2		SUN	2
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1 : SU TODAY												

REF HEADLINE# 6162169
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 13.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P PROGRAM : NFL RA35+ : 11.6 CON COM1: NFL	30		\$6,000.00	11/4	11/4	1		SUN	1
28			900A-1000A PROGRAM : RA35+ : 1.8 CON COM1: -	30		\$150.00	11/4	11/4	2		SUN	2
29			1100P-1130P PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1: LATE NEWS	30		\$625.00	10/30	11/4	6		TU-SU	6
30			100P-200P PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES	30		\$200.00	11/5	11/5	1		MON	1
31			1000A-1100A PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME	30		\$80.00	11/5	11/5	2		MON	2
32			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	11/5	11/5	2		MON	2
33			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	11/5	11/5	1		MON	1
34			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	11/5	11/5	2		MON	2

1x Sun - LV after football

MAY 31/12 13.4
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35			200P-300P	30		\$125.00	11/5	11/5	2		MON	2
PROGRAM : RACHEL RAY												
RA35+ : 1.1												
CON COM1: RACHEL RAY												
36			300P-400P	30		\$225.00	11/5	11/5	2		MON	2
PROGRAM : DOCTORS												
RA35+ : 1.3												
CON COM1: DOCTORS												
37			400P-500P	30		\$300.00	11/5	11/5	2		MON	2
PROGRAM : DR. OZ												
RA35+ : 2.6												
CON COM1: DR. OZ												
38			500P-530P	30		\$450.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
RA35+ : 2.4												
CON COM1: NEWS												
39			530P-600P	30		\$450.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
RA35+ : 2.8												
CON COM1: NEWS												
40			600P-630P	30		\$600.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
RA35+ : 5.3												
CON COM1: NEWS												
41			600A-700A	30		\$325.00	11/5	11/5	1		MON	1
PROGRAM : AM NEWS												
RA35+ : 1.8												
CON COM1: AM NEWS												
42			700P-730P	30		\$500.00	11/5	11/5	1		MON	1
PROGRAM : ET												
RA35+ : 4.2												
CON COM1: ET												

REP HEADLINE# 6162169
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 MAY31/12 13.4
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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43			700A-900A	30		\$450.00	11/5	11/5	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												

44			730P-800P	30		\$500.00	11/5	11/5	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												

45			900A-1000A	30		\$275.00	11/5	11/5	2		MON	2
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1: TODAY SHOW 2												

46			1100P-1130P	30		\$625.00	11/5	11/5	1		MON	1
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												

NOV/12 53070.00

CONTRACT TOTAL 53070.00
 TOTAL SPOTS 149

MARKET TOTALS \$279,315 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ARE ESTIMATED, WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED

SVC- NSI BOOKS- MAY/08 NOV/07
 DEMOS- RA35+*

Srtp Media
201 North Union Street
Suite 200
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL
Submission Number 625 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	52720	Campaign Ref:	E:120614063
Buyer:	FL	Client/Product/Estimate:	23 / 48 / 124	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06162169
Est./PO Number:	06162169	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Vern Buchanan 4 Cong	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL	52720
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	200	30 Comme	Nbr of Spots	4		4	800
2	M-F 10a Daytime .TWTF..	80	30 Comme	Nbr of Spots	8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	325	30 Comme	Nbr of Spots	8		8	2600
4	M-F 11a News .TWTF..	80	30 Comme	Nbr of Spots	8		8	640
5	M-F 12p Today Show III .TWTF..	100	30 Comme	Nbr of Spots	8		8	800
6	M-F 2p Rachael Ray .TWTF..	125	30 Comme	Nbr of Spots	8		8	1000
7	M-F 3p Doctors .TWTF..	225	30 Comme	Nbr of Spots	8		8	1800
8	M-F 4p Dr Oz .TWTF..	300	30 Comme	Nbr of Spots	8		8	2400
Weekly Totals: Total Spots(Ord Spots)					122	26	148	

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Est/PO Number:	06162169	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 5p News .TWTF..	450	30 Comme	Nbr of Spots 4		4	1800
10	M-F 530p News .TWTF..	450	30 Comme	Nbr of Spots 4		4	1800
11	M-F 6p News .TWTF..	600	30 Comme	Nbr of Spots 4		4	2400
12	M-F 6a News .TWTF..	325	30 Comme	Nbr of Spots 4		4	1300
13	M-F 7p Entertainment Tonight .TWTF..	500	30 Comme	Nbr of Spots 4		4	2000
14	M-F 7a Today Show .TWTF..	450	30 Comme	Nbr of Spots 8		8	3600
15	M-F 730p Extra .TWTF..	500	30 Comme	Nbr of Spots 4		4	2000
16	M-F 9a Today Show II .TWTF..	275	30 Comme	Nbr of Spots 8		8	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme	Nbr of Spots 1		1	4500
18	Sat 1130p ET / 1030p CT Saturday Night LiveS.	600	30 Comme	Nbr of Spots 1		1	600
Weekly Totals: Total Spots(Ord Spots)				122	26	148	

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Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
19	Sat 12p NewsS.	75	30 Comme	Nbr of Spots	2	2	150
20	Sat 7p Entertainment TonightS.	325	30 Comme	Nbr of Spots	1	1	325
21	Sat 7a Today ShowS.	250	30 Comme	Nbr of Spots	2	2	500
22	Sat 9a NewsS.	150	30 Comme	Nbr of Spots	2	2	300
23	Sun 12p NewsS	75	30 Comme	Nbr of Spots	2	2	150
24	Sun 6p NewsS	375	30 Comme	Nbr of Spots	1	1	375
25	Sun 8a Today ShowS	250	30 Comme	Nbr of Spots	2	2	500
26	Sun 815p ET / 715p CT NBC Sunday Night FootballS	6000	30 Comme	Nbr of Spots	1	1	6000
27	Sun 9a NewsS	150	30 Comme	Nbr of Spots	2	2	300
28	M-Su 11p News .TWTF.	625	30 Comme	Nbr of Spots	5	5	3125
Weekly Totals: Total Spots(Ord Spots)				122	26	148	

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Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
29	M-Su Late News Late RunS	625	30 Comme	Nbr of Spots 1		1	625
30	M-F 1p Days Of Our Lives M.....	200	30 Comme	Nbr of Spots	1	1	200
31	M-F 10a Daytime M.....	80	30 Comme	Nbr of Spots	2	2	160
32	M-F 1135p ET / 1035p CT Tonight Show M.....	325	30 Comme	Nbr of Spots	2	2	650
33	M-F 11a News M.....	80	30 Comme	Nbr of Spots	1	1	80
34	M-F 12p Today Show III M.....	100	30 Comme	Nbr of Spots	2	2	200
35	M-F 2p Rachael Ray M.....	125	30 Comme	Nbr of Spots	2	2	250
36	M-F 3p Doctors M.....	225	30 Comme	Nbr of Spots	2	2	450
37	M-F 4p Dr Oz M.....	300	30 Comme	Nbr of Spots	2	2	600
38	M-F 5p News M.....	450	30 Comme	Nbr of Spots	1	1	450
39	M-F 530p News	450	30	Nbr of Spots	1	1	450
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Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
40	M-F 6p News M.....	600	30 Comme	Nbr of Spots	1	1	600
41	M-F 6a News M.....	325	30 Comme	Nbr of Spots	1	1	325
42	M-F 7p Entertainment Tonight M.....	500	30 Comme	Nbr of Spots	1	1	500
43	M-F 7a Today Show M.....	450	30 Comme	Nbr of Spots	2	2	900
44	M-F 730p Extra M.....	500	30 Comme	Nbr of Spots	1	1	500
45	M-F 9a Today Show II M.....	275	30 Comme	Nbr of Spots	2	2	550
46	M-Su 11p News M.....	625	30 Comme	Nbr of Spots	1	1	625
Weekly Totals: Total Spots(Ord Spots)				122	26	148	

Grand Totals		Month 11 Weeks: 4	
Totals	10/29	11/05	
Spots	148	122	26
Cost	52720	40730	11990

Grand Totals:

Spots:	148
Gross Total:	52,720.00
Commission:	7,908.00
Net Total:	44,812.00